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- (71) Applicant (for all designated States except US): **NOVARTIS FORSCHUNGSSTIFTUNG, ZWEIGNIEDERLASSUNG FRIEDRICH MIESCHER INSTITUTE FOR BIOMEDICAL RESEARCH [CH/CH]; Maulbeerstrasse 66, CH-4058 Basel (CH).**
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **KISIELOW, Malgorzata, Anna [PL/CH]; Via Vincenzo Vela, 24, CH-6500 Bellinzona (CH). KLEINER, Sandra [DE/DE]; Schöne Aussicht 4, 07639 Weissenborn (DE). NAGAMINE, Yoshikuni [JP/CH]; Gstatenrainweg 63, CH-4125 Riehen (CH).**
- (74) Common Representative: **NOVARTIS FORSCHUNGSSTIFTUNG, ZWEIGNIEDERLASSUNG FRIEDRICH MIESCHER INSTITUTE FOR BIOMEDICAL RESEARCH; Maulbeerstrasse 66, CH-4058 Basel (CH).**
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(54) Title: **METHODS OF OBTAINING ISOFORM SPECIFIC EXPRESSION IN MAMMALIAN CELLS**

(57) Abstract: **A method is provided for isoform specific gene expression in a mammalian cell in the absence of other isoforms. The method uses RNAi to achieve the specific expression.**

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